

# VISIT FAIRFAX



## COVID-19 IMPACT TO-DATE ON THE HOSPITALITY INDUSTRY

### FAIRFAX COUNTY, VIRGINIA

EAC Meeting

10.13.20

Barry H Biggar, CDME

President/CEO

Visit Fairfax



Fairfax County, Virginia

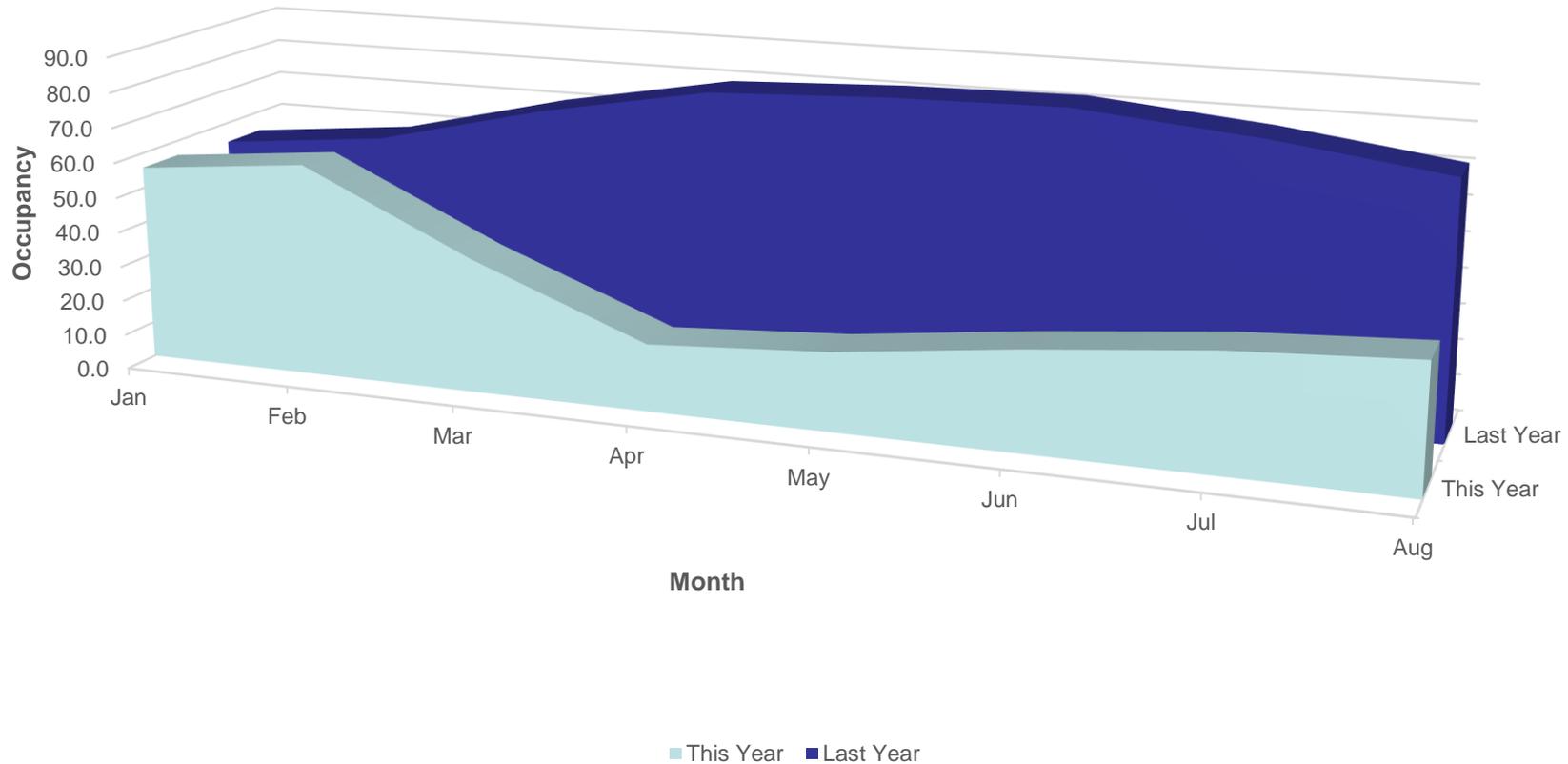
Connect with America

# Hotel Occupancy

## Fairfax County

Source: STR

### 2020 - 2019 Occupancy Comparison

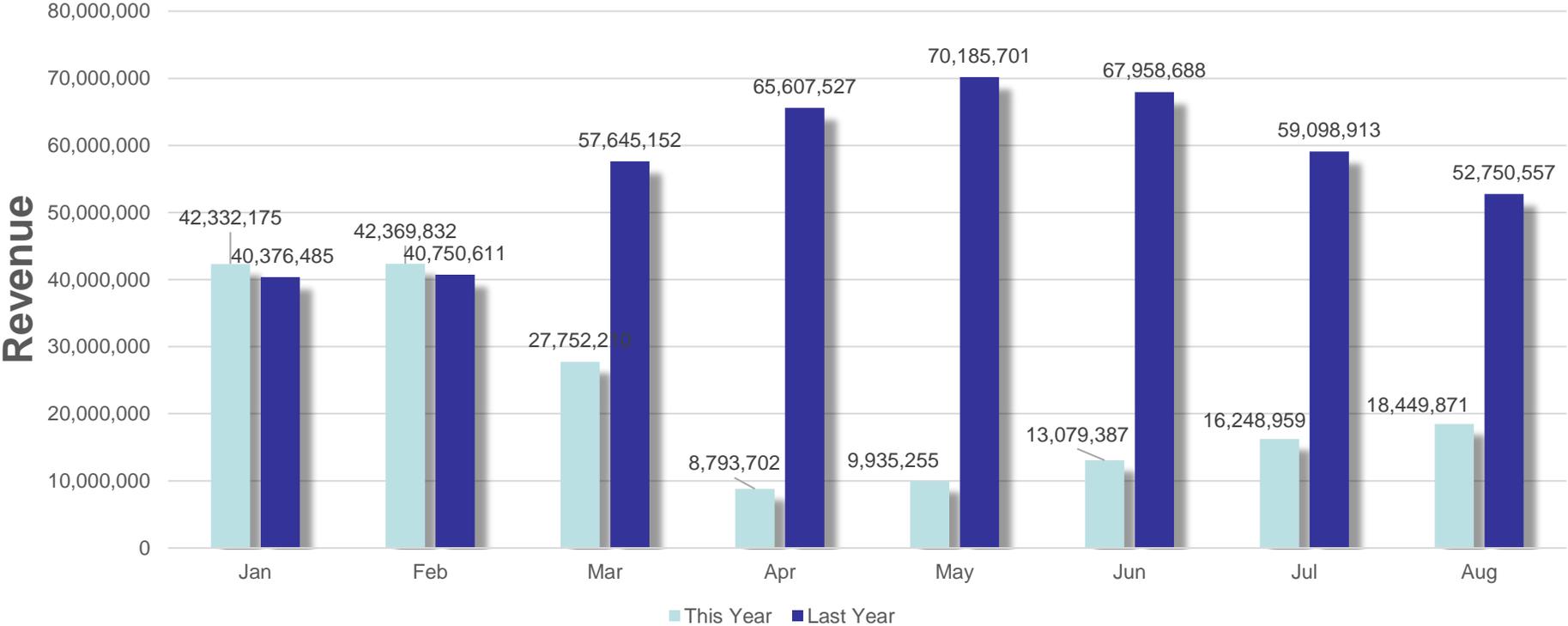


# Hotel Revenue

## Fairfax County

Source: STR

### 2020 - 2019 Revenue Comparison



# Fairfax County Tourism Tax Collection

## 2020 - 2019 Tax Collection Comparison



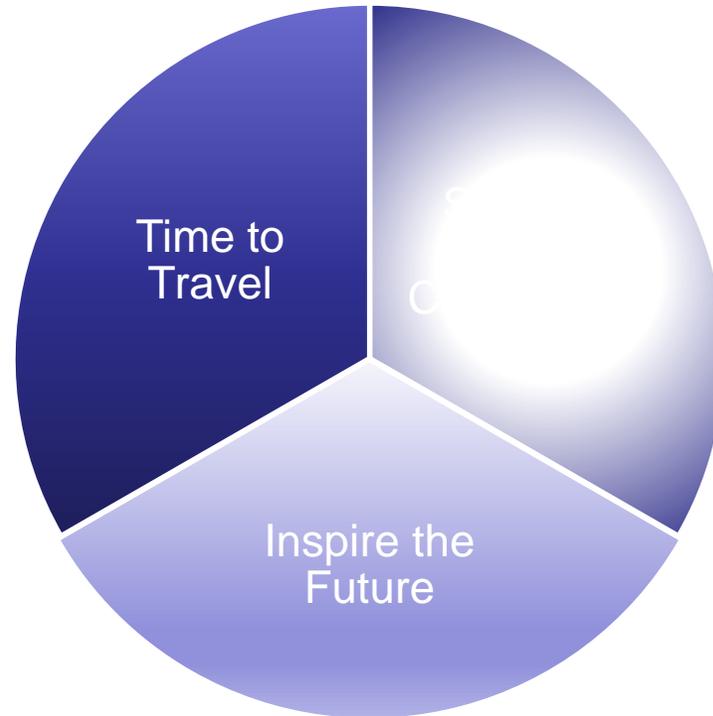
**Total Loss =  
\$16.7 Million**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
—●— This Year	\$2,539,931	\$2,542,190	\$1,665,133	\$527,622	\$596,115	\$784,763	\$974,938	\$1,106,992
—●— Last Year	\$2,422,589	\$2,445,037	\$3,458,709	\$3,936,452	\$4,211,142	\$4,077,521	\$3,545,935	\$3,165,033
Change	\$117,341	\$97,153	(\$1,793,577)	(\$3,408,830)	(\$3,615,027)	(\$3,292,758)	(\$2,570,997)	(\$2,058,041)

—●— This Year    —●— Last Year

# Rebuilding Our Way Back

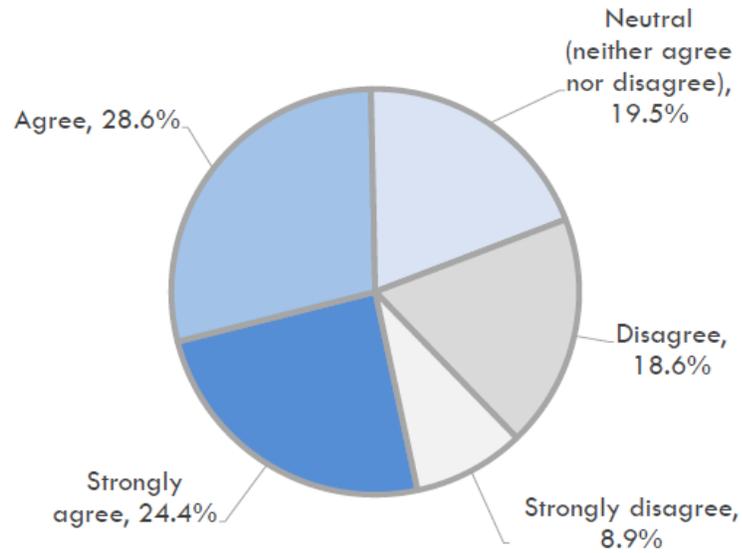
with a 3-phase Strategy



# AVOIDING TRAVEL UNTIL THE CORONAVIRUS BLOWS OVER

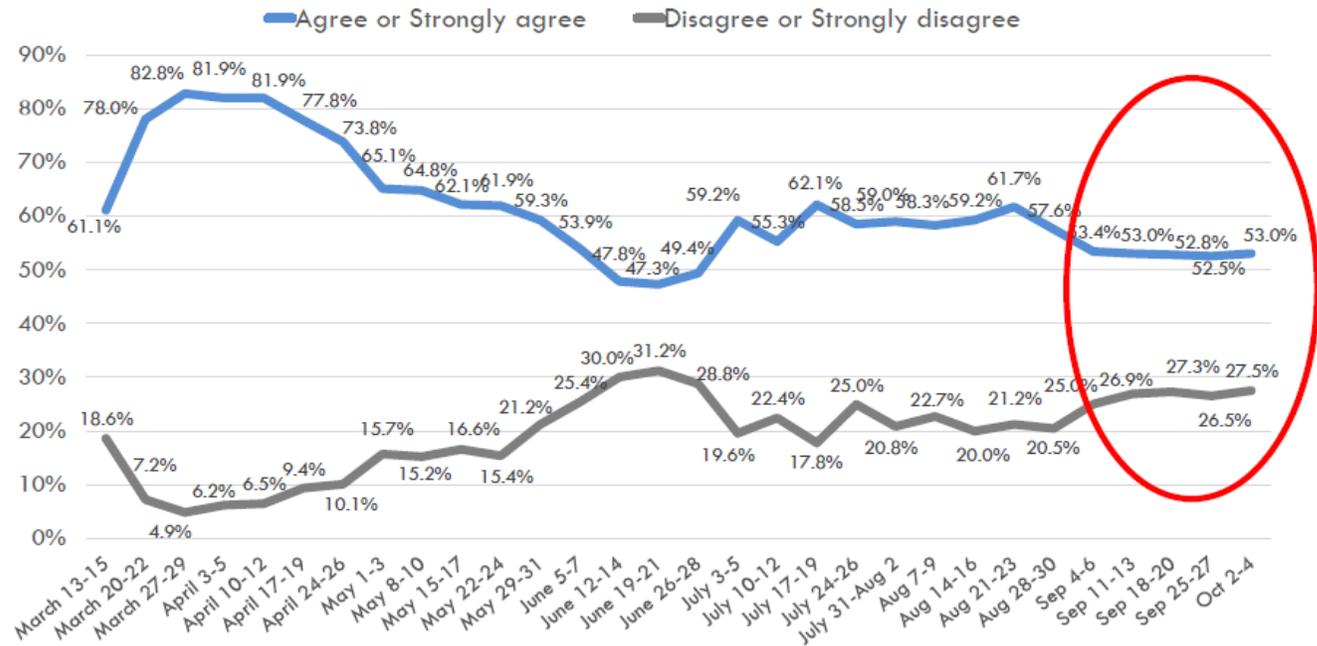
How much do you agree with the following statement?

**Statement:** I'm planning to avoid all travel until the Coronavirus situation blows over.



(Base: Waves 1-30. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205 and 1,203 completed surveys.)

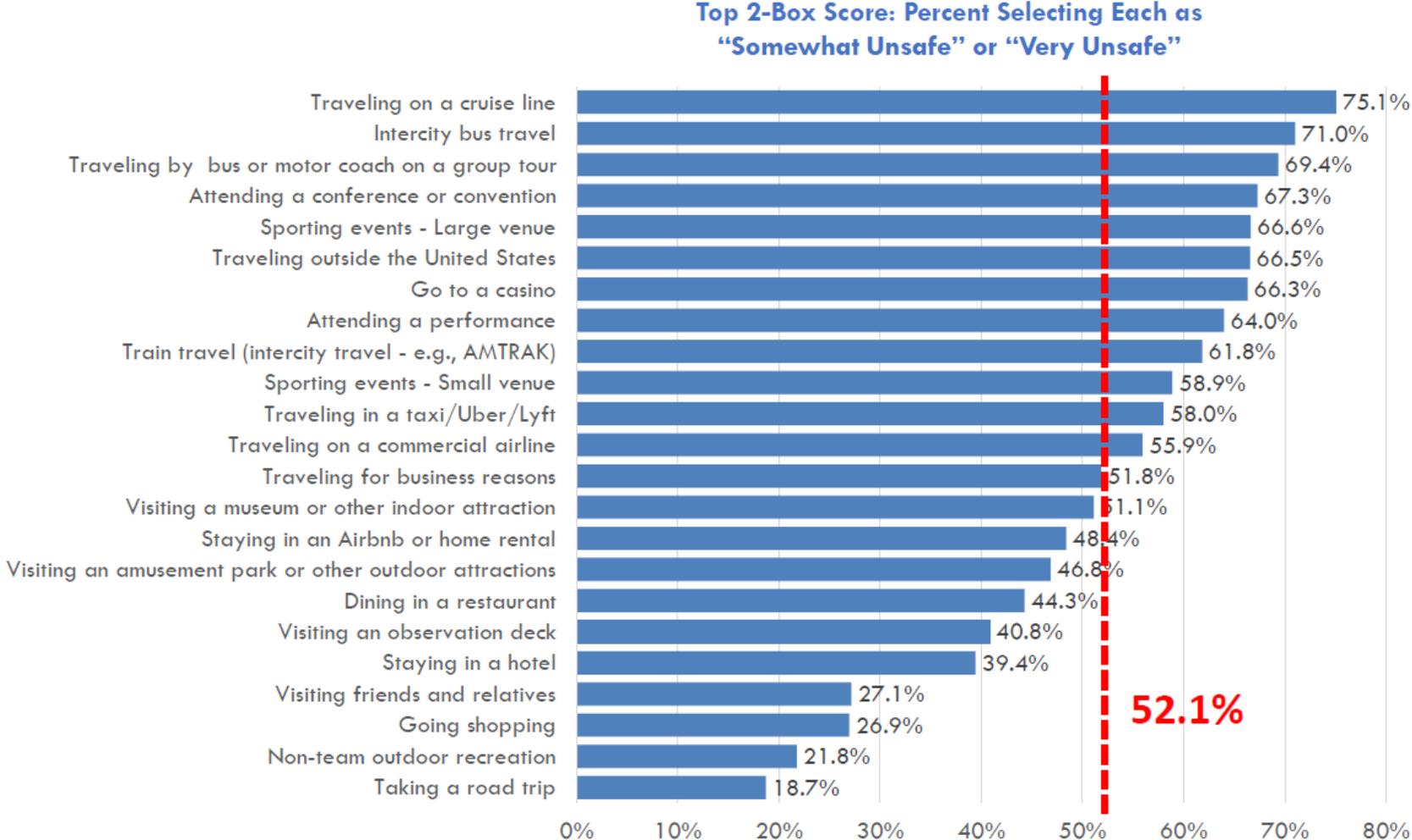
## Historical data



# PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 30)

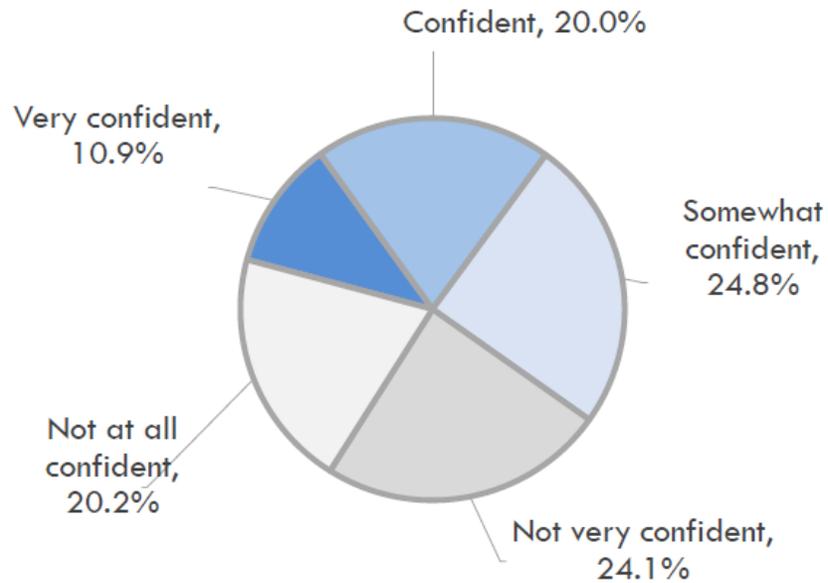
**Question: At this moment, how safe would you feel doing each type of travel activity?**

*(Base: Wave 30 data. All respondents, 1,203 completed surveys. Data collected Oct 2-4, 2020)*

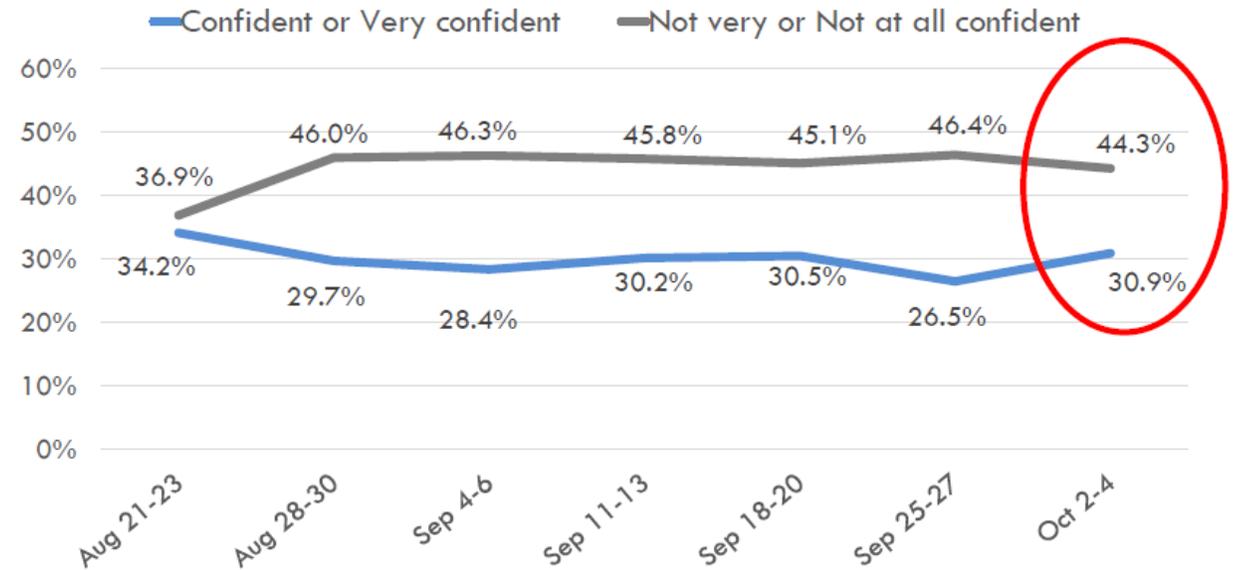


# CONFIDENCE IN TRAVELING SAFELY

**Question:** How confident are you that you can travel safely in the current environment?



## Historical data

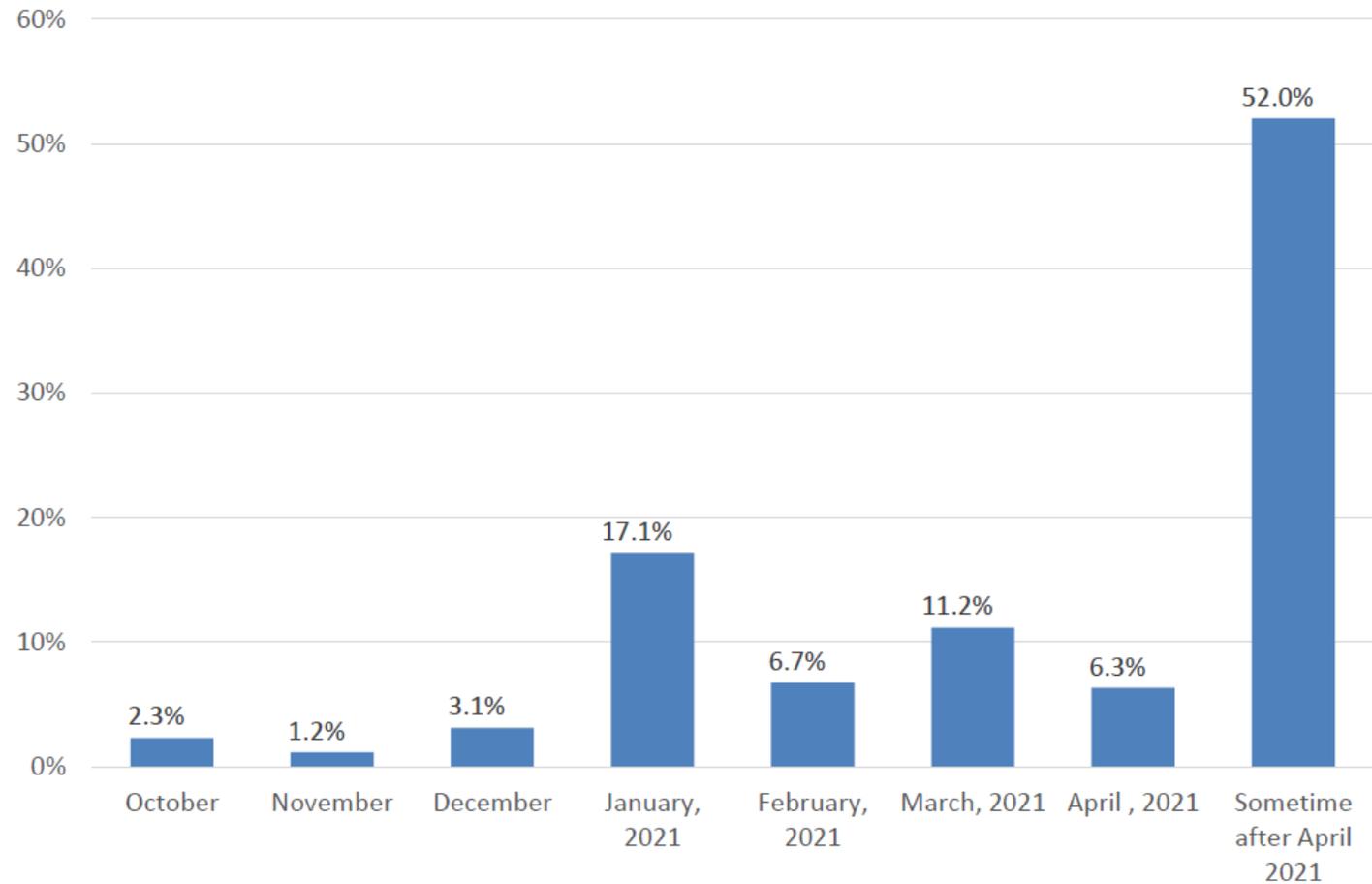


(Base: Wave 24-30 data. All respondents, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205 and 1,203 completed surveys.)

# WHEN WILL BUSINESS TRAVEL BEGIN AGAIN

**Question:** Which month do you anticipate company/organization you work for will begin traveling for business again?

(Base: Wave 30 data. Respondents at companies that have not resumed business travel, 355 completed surveys. Data collected Oct 2-4, 2020)



# Travel Segments Outlook

- Leisure Travel- Individual: Starting to pick up. First segment to show growth.  
Group: Domestic: Will begin to see partial return Spring 2021.  
International: Dependent on Air Travel: Summer 2021.
- Student/Youth Travel: Earliest Spring 2022.
- Sports Tourism: Currently taking place. Dependent on Facility regulations and Destination specific restrictions.
- Corporate/Transient: Could start to pick up late spring 2021. Most forecasts show late 2021, early 2022

# Travel Segments Outlook

Convention/Conference: All Conventions in DC for first half of 2021 have already been postponed till 2022. Smaller events may come back later part of 2021.

- Government Travel: Dependent on restrictions being lifted. Possibly early to mid 2021.

**Note: All travel, predicated on Consumer Confidence and access, particularly Air Travel.**

Thank you!

Q&A